

**REMARKS**

Applicants thank the Examiner for the courteous and productive interview conducted on January 22, 23 and 25, 2008. During the interview, additional amendments to the claims and the specification were discussed.

Specifically, the Examiner suggested that claim 1 should be amended to recite “a store apparatus in a store” to provide antecedent basis for “the store” which is subsequently recited in the claim.

With regard to claim 29, the Examiner suggested that the claim limitations related to the “billing section” as recited in the other independent claims should be incorporated into claim 29. Also, the term “advertising object” should be amended to recite “advertising object location.”

The Examiner further suggested that claim 36 could be put in condition for allowance by incorporating the “billing section” limitations of dependent claim 37, and canceling claim 37.

The Examiner also stated that independent claims 11 and 17 are allowable, and that the previously withdrawn claims should be canceled.

With regard to the specification, the Examiner noted that at page 51, in the second paragraph, the reference to step S210 should be to step S220.

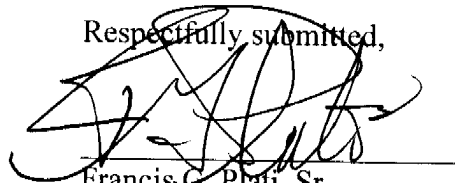
The Examiner stated that the proposed amendments should put the application in condition for allowance with claims 1-9, 11-14, 17, 18, 29-34, 36 and 38-40. Accordingly, Applicants have amended the claims and specification as suggested by the Examiner and respectfully submit that the application is now in condition for allowance.

### Conclusion

In view of the above, reconsideration and allowance of this application are now believed to be in order, and such actions are hereby solicited. If any points remain in issue which the Examiner feels may be best resolved through a personal or telephone interview, the Examiner is kindly requested to contact the undersigned at the telephone number listed below.

The USPTO is directed and authorized to charge all required fees, except for the Issue Fee and the Publication Fee, to Deposit Account No. 19-4880. Please also credit any overpayments to said Deposit Account.

Respectfully submitted,



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